

presentation to **Transportation Commission**

2015-2023

Bellevue Transportation Demand Management ("TDM") Plan

Overview of Second Draft

June 11, 2015

Bellevue TDM Plan

Outline for tonight's discussion

1. Introduction

Why do a TDM Plan?

Who are TDM program audiences?

2. Status of existing plans

Commuter Trip Reduction

Connect Downtown

3. Demographic & market conditions

4. Measurement

5. Implementation

Framework

Strategies

1. Introduction

Why do a TDM plan?

- Guide next phase of TDM work
- Provides foundation for required update of Commute Trip Reduction Plan
- Builds on previous plans
- Plan horizon: 2023

1. Introduction

Budget Survey (2014)

- 90% of Bellevue residents agree that the city should work with regional transit agencies to improve local and regional public transportation serving Bellevue.
- 80% agree that the city should encourage people to choose alternative transportation modes

1. Introduction

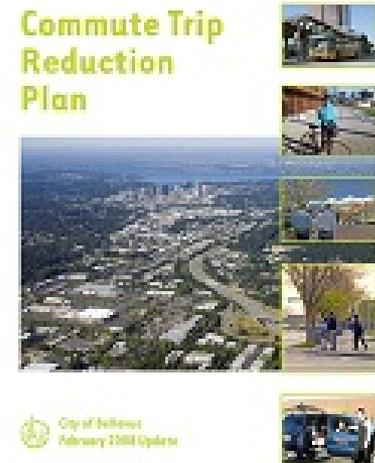
TDM Program Audiences

- Employers affected by the Commute Trip Reduction law (and those not)
- Property managers
- Employees
- Residents
- Downtown and citywide audiences
- All trip types (commute and non-commute)

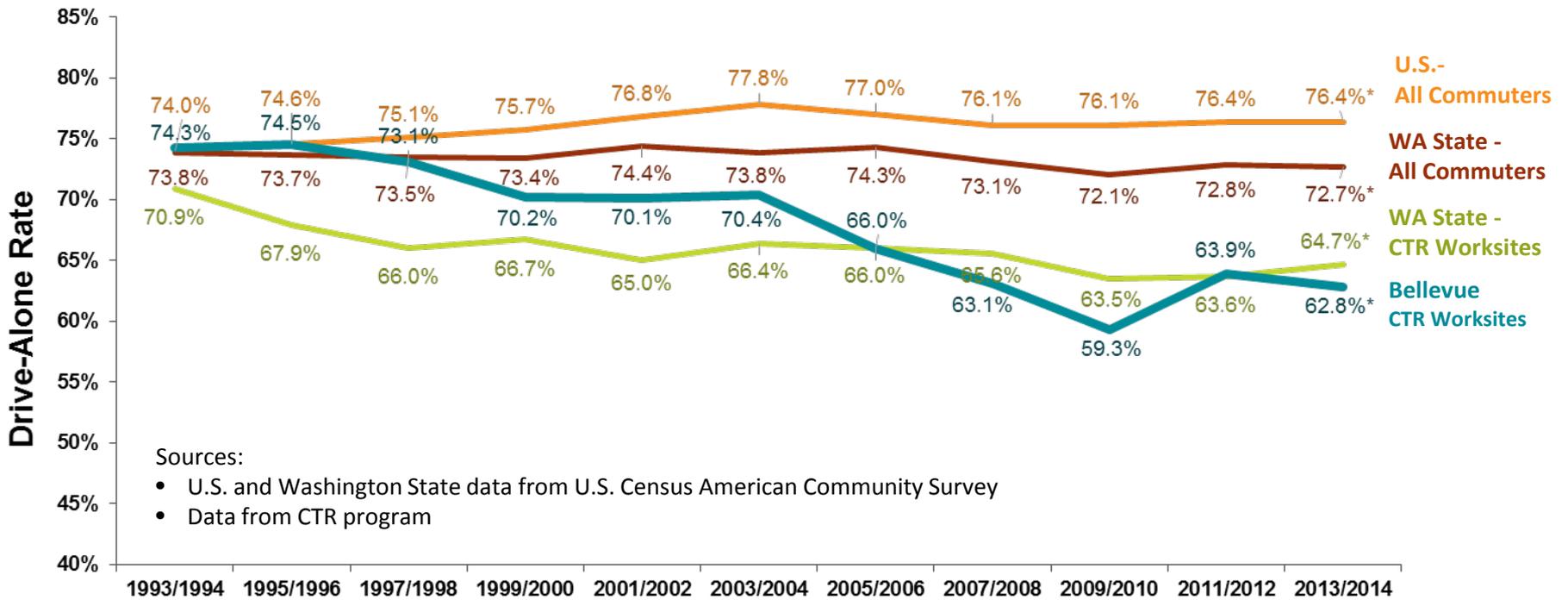
2. Status of Existing Plans

CTR Program/Plan

- State law and city ordinance
- Employers with 100+ employees required to conduct programs, report and measure
- 55 worksites in Bellevue (35,000 employees)
- City assists worksites with conducting programs and meeting requirements (via services contract with Metro)
 - Plan update required this year by state

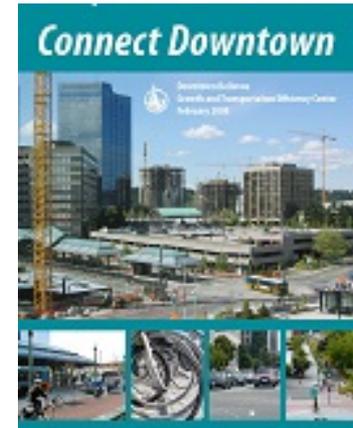


Commute Trip Reduction Performance State & National Context



2. Status of Existing Plans

2008 Connect Downtown Plan Overview



- Downtown Bellevue urban center only
- Based on state “Growth & Transportation Efficiency Center” framework
- Non-regulatory program for non-CTR employers/workers, residents
- Employer transit pass rebates, consultations, workshops
- Worker/resident marketing, storefront help desk, bike parking, new resident packets, trip logging programs
- Research

2. Status of Existing Plans

Lessons Learned – Existing Plans

- CTR is successful
- Employer interest in transit benefits but flexibility needed
- Continue to utilize research to guide TDM activities
- Parking is a significant factor in mode choice
- TDM program adds value by distilling relevant information for Bellevue audience

Bellevue Residential Demographics

- Median age slight increase
 - 35.4 in 1990 - 37.8 in 2011-2013
- Increase in percent of individuals below the poverty level
 - 5.7% in 2000 - 8.5% in 2011-2013
- 10% increase in median annual household income
 - \$82,758 in 2000 - \$91,260 in 2011-2013; both in 2013 inflation-adjusted dollars
- Increased percent of population (age 5+) that speaks a language other than English
 - 14% in 1990 - 39% in 2011-2013

Bellevue Employment Characteristics

- Number of employees and their distribution in the city (136,100 jobs in 2013, largest concentrations in Downtown, Eastgate, Bel-Red; 202,000 jobs projected for 2035)
- Sector breakdown (Office – 60% in 2013, 68% in 2027; Hotel/retail 24% in 2013, 22% in 2027)
- Employer size (Downtown (31%), Bel-Red (50%) and Crossroads (69%) have the most workers at employers with 50 or fewer employees)

Existing Survey Results

- City Budget Survey (2014)
 - 90% of Bellevue residents agree that the city should work with regional transit agencies to improve local and regional public transportation serving Bellevue.
 - 80% agree that the city should encourage people to choose alternative transportation modes
- CTR attitudinal survey questions

Downtown Mode Share Survey (CTR results and additional sampling)

Table 17: Likelihood to Try Alternative Modes
(BASE = All Respondents)

	2011 [n _w =28,768]			
Mode	Do Now	Likely	Not Likely	Not An Option
Carpool	13%	30%	38%	18%
Vanpool	3%	20%	53%	24%
Bus	25%	31%	30%	14%
Train	1%	15%	17%	67%
Bicycle	4%	14%	37%	46%
Walk	5%	6%	25%	64%
Telework	12%	40%	18%	30%
A compressed work week	5%	37%	22%	36%

Downtown Mode Share Survey (CTR results and additional sampling)

Table 17: Likelihood to Try Alternative Modes
(BASE = All Respondents)

	2011 [n _w =28,768]			
Mode	Do Now	Likely	Not Likely	Not An Option
Carpool	13%	30%	38%	18%
Vanpool	3%	20%	53%	24%
Bus	25%	31%	30%	14%
Train	1%	15%	17%	67%
Bicycle	4%	14%	37%	46%
Walk	5%	6%	25%	64%
Telework	12%	40%	18%	30%
A compressed work week	5%	37%	22%	36%

Downtown Mode Share Survey (CTR results and additional sampling)

Table 19: Likelihood to Try Alternative Modes among Heavy SOV Mode Users
(BASE = Respondents Who Drive Alone to Work 80% or More of the Time)

Mode	Heavy SOV Mode Users (80% or More of the Time) [n _w =16,509]			
	Do Now	Likely	Not Likely	Not An Option
Carpool	4%	31%	41%	24%
Vanpool	1%	17%	52%	30%
Bus	4%	37%	39%	19%
Train	1%	13%	19%	67%
Bicycle	1%	12%	36%	51%
Walk	1%	6%	24%	68%
Telework	8%	43%	18%	32%
A compressed work week	4%	38%	21%	36%

Downtown Mode Share Survey (CTR results and additional sampling)

Table 19: Likelihood to Try Alternative Modes among Heavy SOV Mode Users
(BASE = Respondents Who Drive Alone to Work 80% or More of the Time)

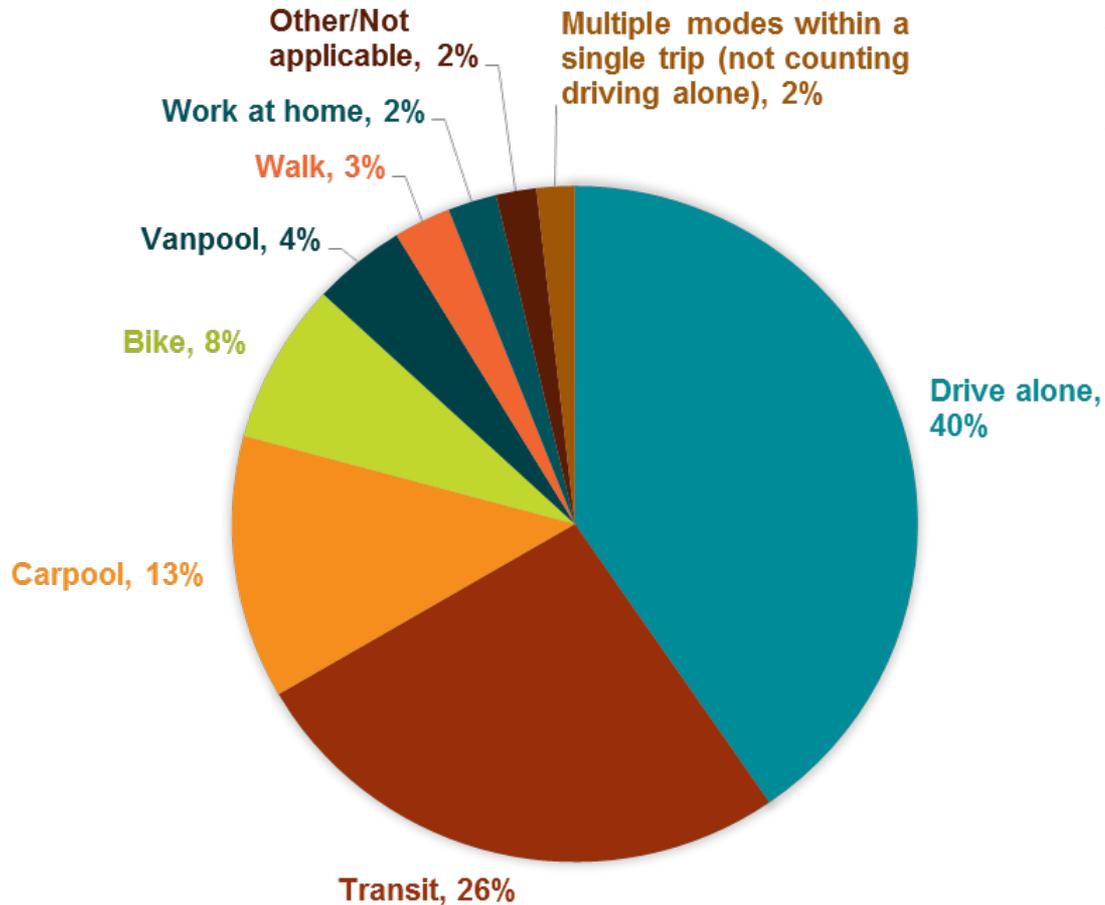
	Heavy SOV Mode Users (80% or More of the Time) [n _w =16,509]			
Mode	Do Now	Likely	Not Likely	Not An Option
Carpool	4%	31%	41%	24%
Vanpool	1%	17%	52%	30%
Bus	4%	37%	39%	19%
Train	1%	13%	19%	67%
Bicycle	1%	12%	36%	51%
Walk	1%	6%	24%	68%
Telework	8%	43%	18%	32%
A compressed work week	4%	38%	21%	36%

New Community Input Survey

- November-December 2014
- Online, voluntary, self-selected
- Outreach: news release, website, email lists
- Employees, residents, employers, property managers
- ~1,600 responses
- Commute trips and non-commute trips

3. Demographic & Market Conditions

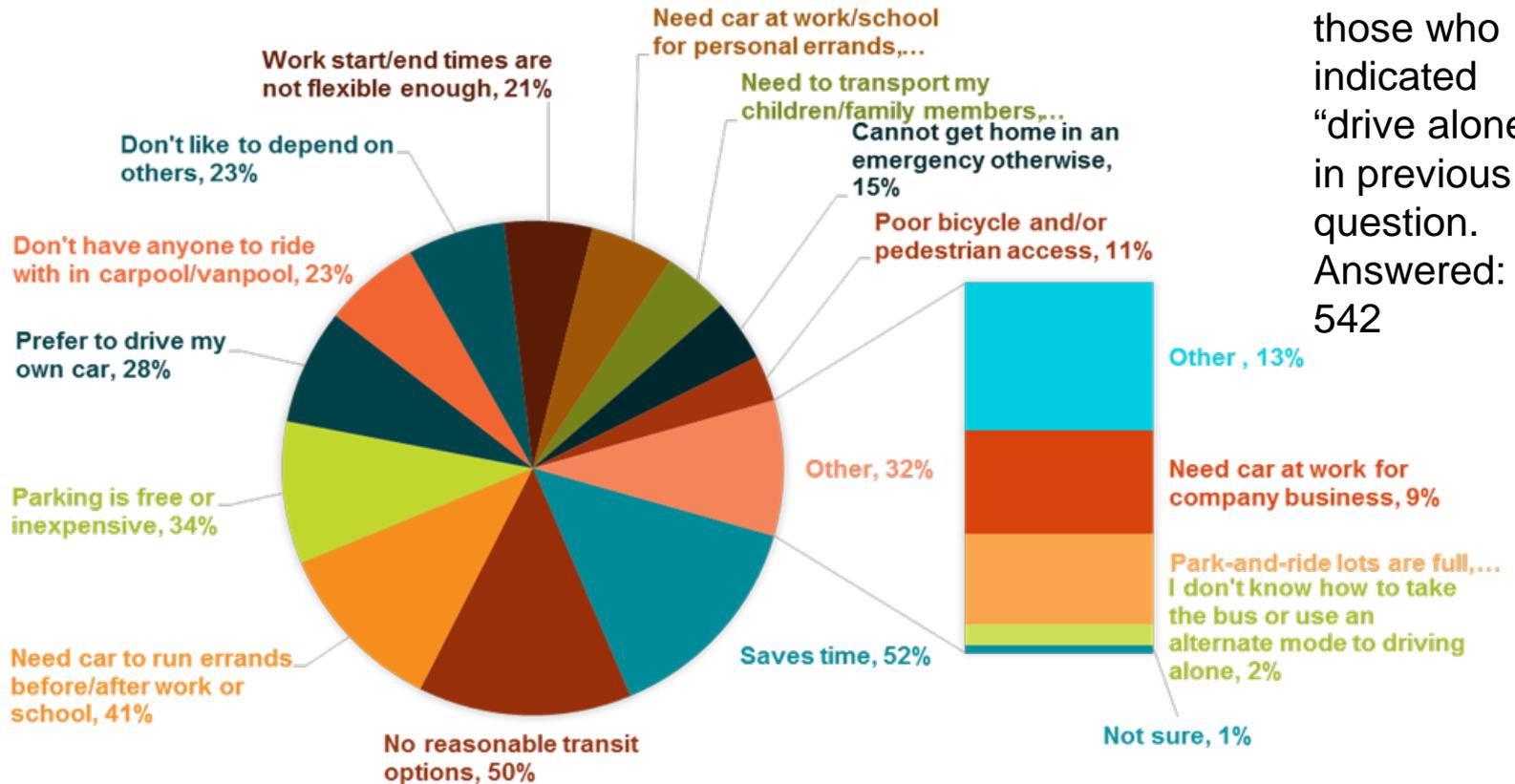
Q. What mode do you use most often for commuting to work or school? (Choose only one.)



Asked of all individuals.
Answered:
1,477

3. Demographic & Market Conditions

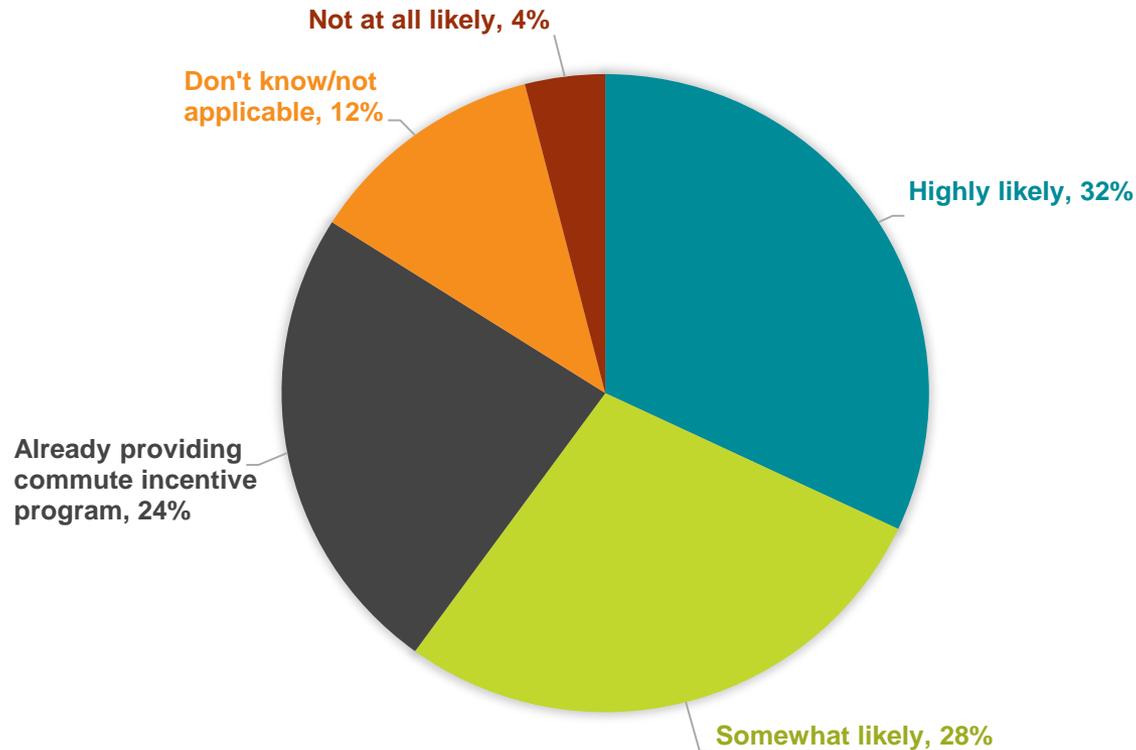
Q. What are your reasons for driving alone for commuting to work or school? (Choose all that apply.)



3. Demographic & Market Conditions

Q. (Employers) How likely are you to provide/enhance a commute incentive program for your employees in the next five years?

Asked of employers.
Answered:
25



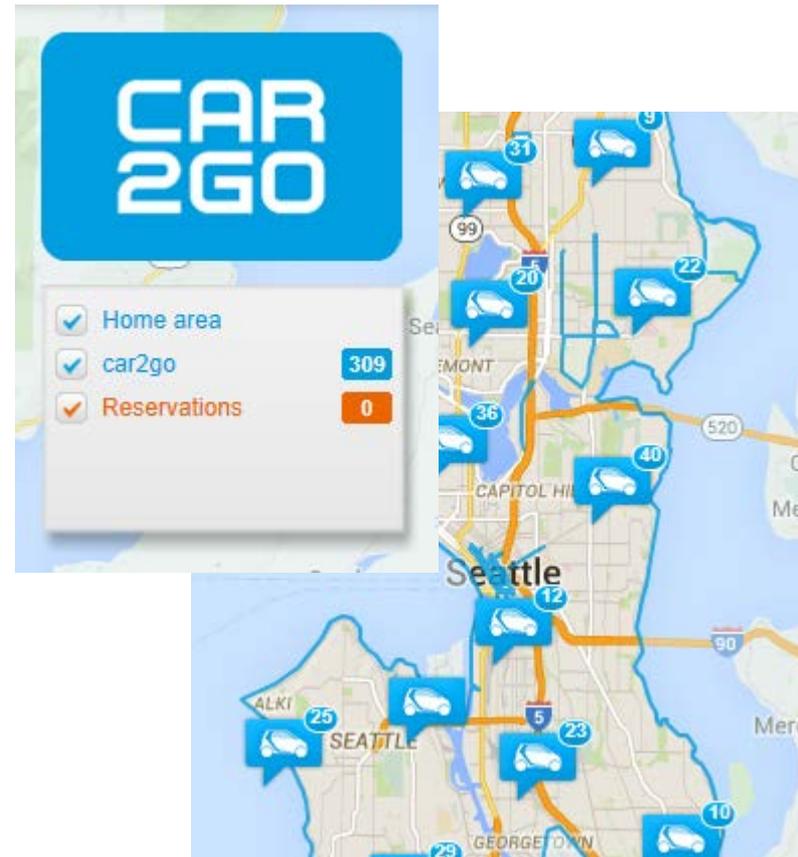
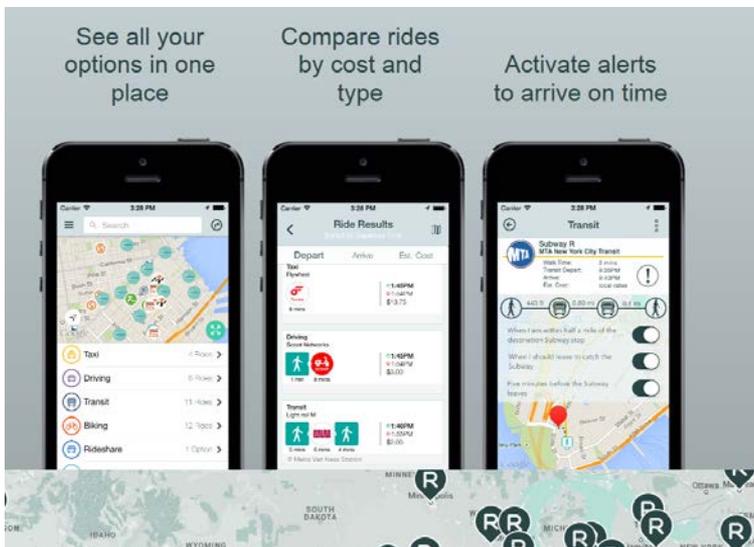
3. Demographic & Market Conditions

Key Points from Literature Review

- Technology advances enable new transportation options
- Cost of parking important factor in mode choice
- Telework increasing
- Social media can be an effective way to engage audience

3. Demographic & Market Conditions

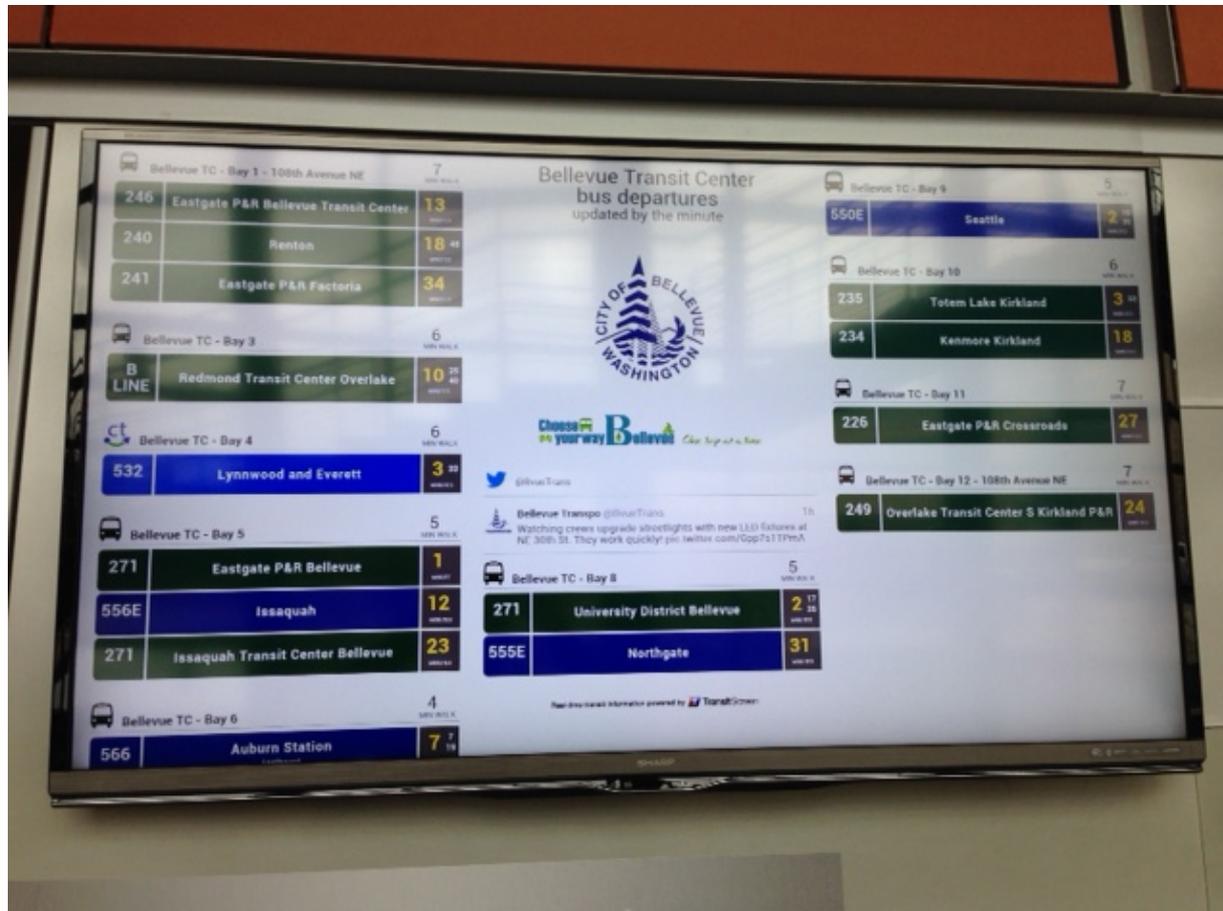
Technology Advances



3. Demographic & Market Conditions

Technology Advances

City Hall TransitScreen



Bellevue TDM Plan Overview/ June 11, 2015

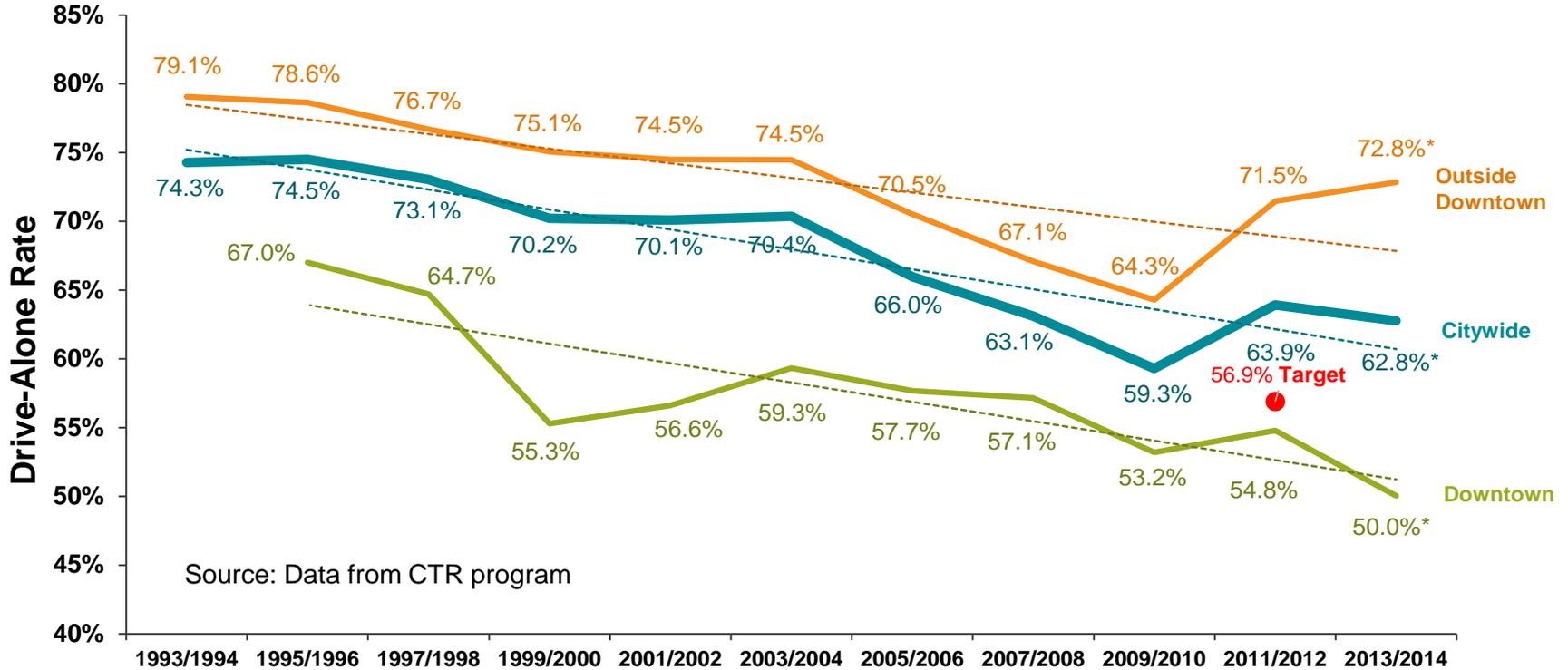
4. Measurement

Measurement Overview

- Vision/goals/objectives tied to Comprehensive Plan and support overall transportation vision
- State requires targets for the Commute Trip Reduction program
- Comprehensive Plan establishes mode share targets for commute trips
 - Downtown workers
 - Citywide workers
 - Citywide residents

4. Measurement

CTR Performance + Target



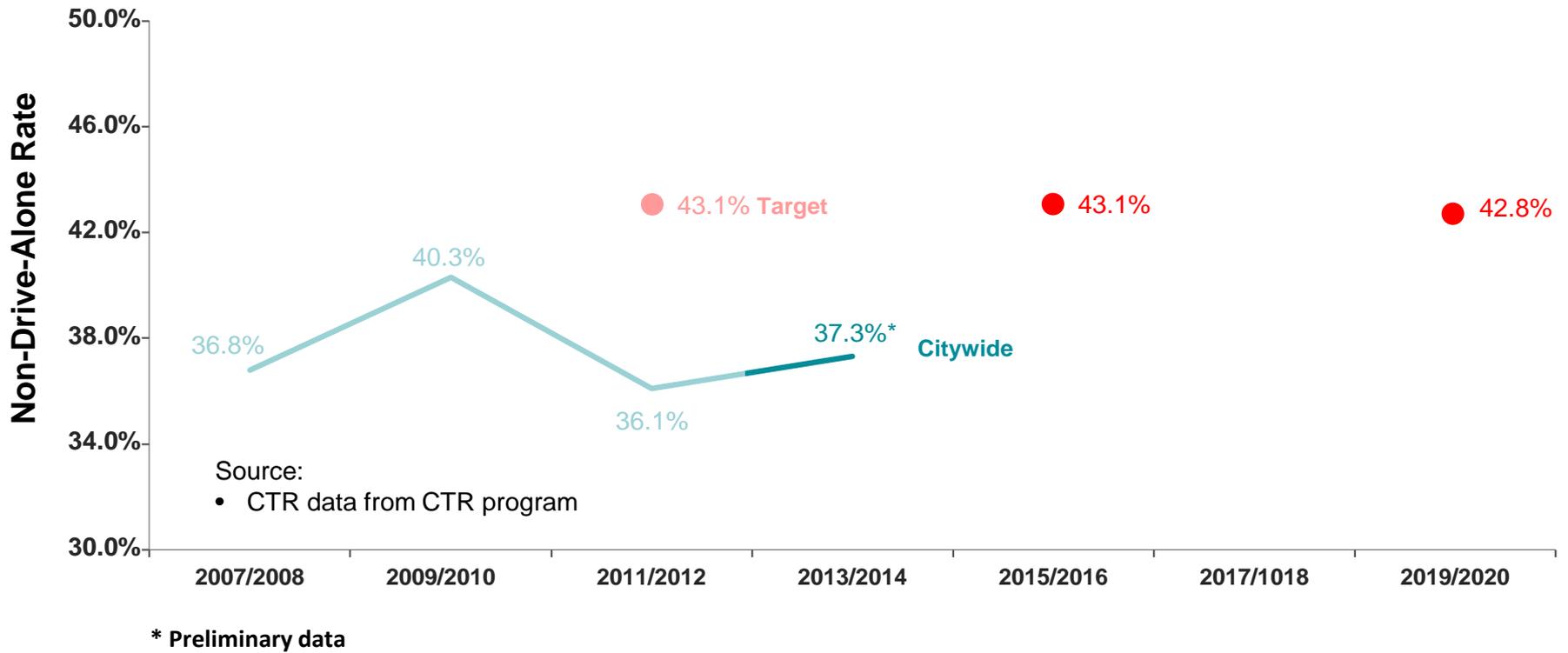
Source: Data from CTR program

* Preliminary data

4. Measurement

New CTR Performance + Target

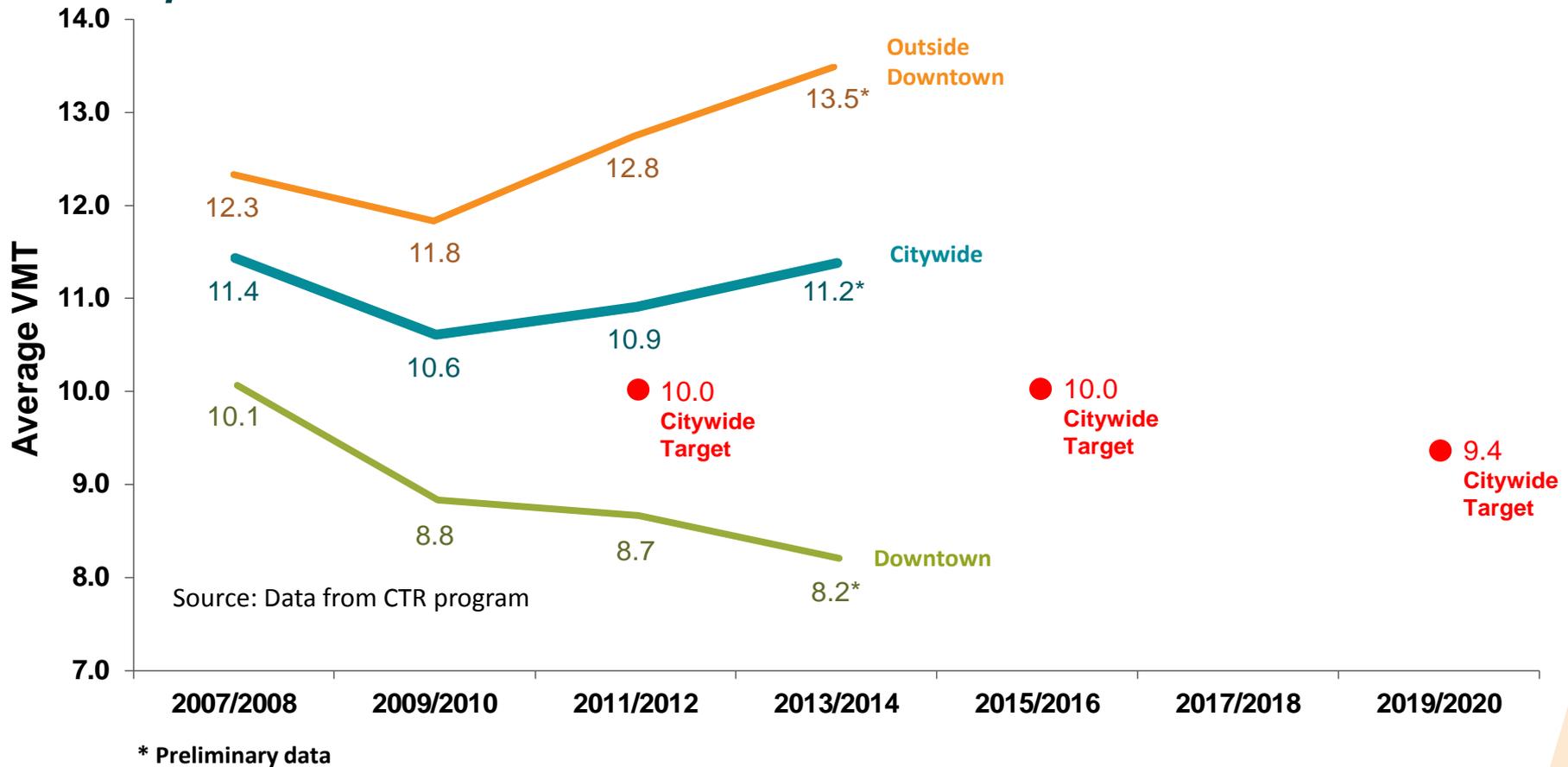
Non-drive-alone travel



4. Measurement

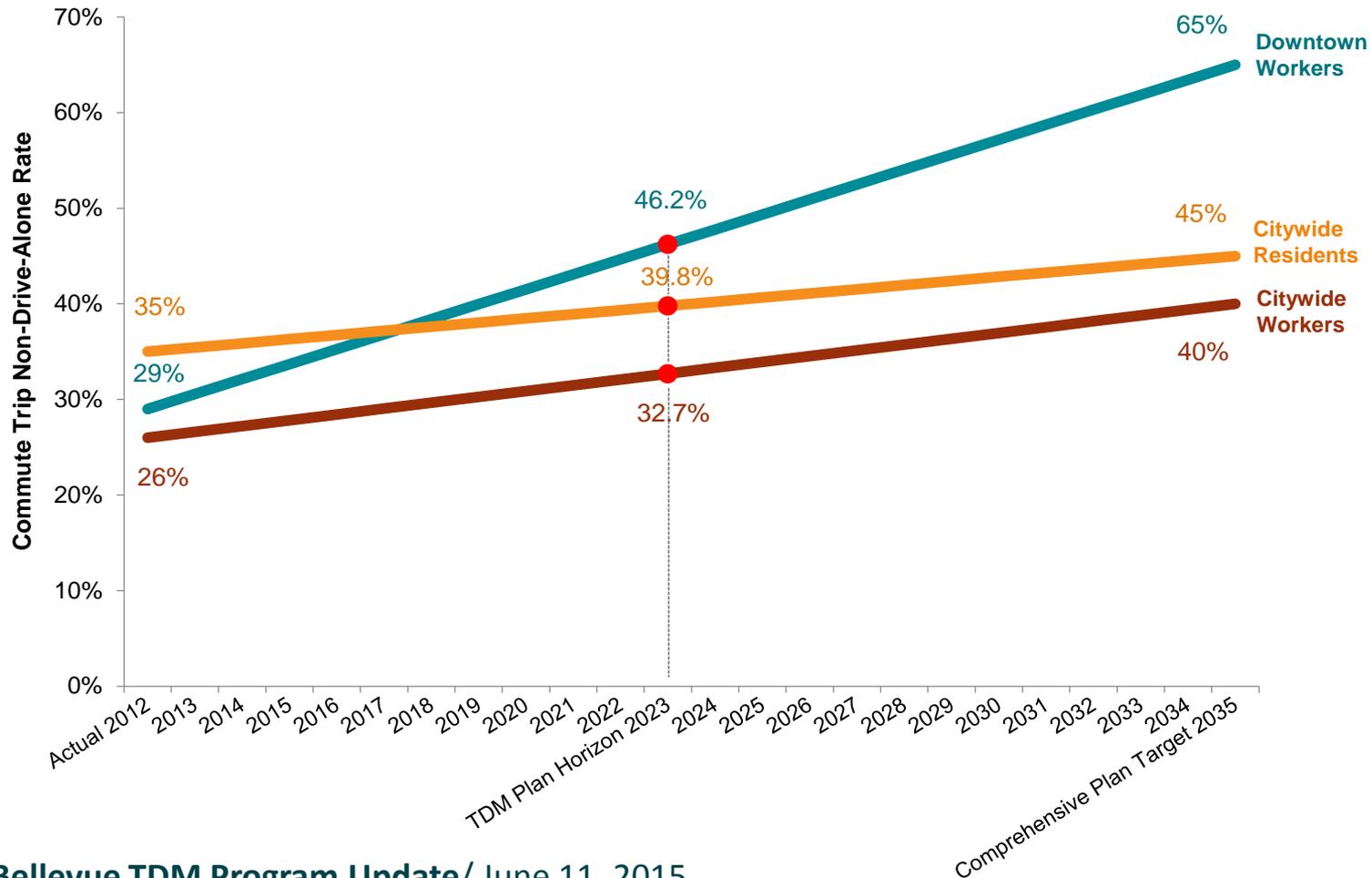
CTR Performance + Target

Vehicle miles traveled per one-way commute trip



Comprehensive Plan-based targets

Non-drive-alone commute trips



4. Measurement

TDM Impact

- Plan recognizes merits of identifying incremental value of TDM programs
 - Will evaluate and utilize industry tools for more precise measurement of TDM impacts

5. Implementation

Framework

- External state/city regulatory programs:
 - CTR
 - Building Transportation Management Programs
- WSDOT federal pass-through TDM Grants
 - Implement through partners/consultants
 - King County Metro
 - Bellevue Downtown Association
 - TDM & trip reduction services consultant(s)

5. Implementation

Proposed Strategies

- Services and Education
 - Commute program consulting services
 - Program expert consulting services
 - Real-time travel information provision*
 - Trip planning services*
 - Email newsletters
- Product subsidies/discounts
 - Transportation benefit rebates
 - Transportation mini-grants*
 - Emergency ride home*
- Incentives
 - On The Move Bellevue Commute Club
 - Commute Challenge
 - Parking Cashout*
- Marketing and promotion of all activities including via the www.ChooseYourWayBellevue.org website

*Orange color – new/enhanced TDM activity
Bellevue TDM Program Update/ June 11, 2015

5. Implementation

- Research
 - Focus groups*
 - Market analysis/branding
 - Other*
- Internal and external coordination
 - Bikeshare*
 - Bellevue Transit Center amenities
 - East Link
 - Transit promotions
 - Additional activities as feasible (such as real-time transit kiosks, wayfinding*)

*Orange color – new/enhanced TDM activity

Timeline/Next Steps

- Public Review Draft posted ~July 1-31
- Finalization ~September
- August 3 – Council schedule - Accept CMAQ grant funding
- September/October – Council schedule - Accept CTR grant funding

- Questions?
- Contact Information
 - Kate Johnson
 - kmjohnson@bellevuewa.gov
 - 425-452-7896
 - Michael Ingram
 - mingram@bellevuewa.gov
 - 425-452-4166